

ORDER



KSNV

Orders	Order / Rev:	103615
	Alt Order #:	06830030
	Product Desc:	BERKLEY FOR SENATE
	Estimate:	30S
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	06/27/12 / 10/04/12
	Order Type:	GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency	Name:	<u>Shorr Johnson Magnus</u>
	Buying Contact:	<hr/>
	Billing Contact:	<hr/>
		<u>1831 Chestnut St.</u>
		<u>Philadelphia, PA 19103</u>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Barkley, Shelley for Senate REV1
	Demographic:	A35+
	Product Codes:	PLC01
	Priority:	SELECT PRIORITY CODE
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	123	\$44,825.00	\$38,101.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
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Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	123	\$14,825.00	\$38,101.25	9.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Anna M. G.	Sales Office 1	Sales Region 1	Start 1/01/2023 - End 1/31/2023	100%

Order Share	Share	Total
KSNV	20%	\$44,825.00
Market	100%	\$224,125.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$71,720.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$47,066.25
KTUD	0%	\$0.00
KVVU	25%	\$56,031.25
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINK/WN	2%	\$4,482.50

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagner M		430a-5a	-TWT---	:30	4	\$50.00	3	0.00	NM	4	\$200.00	
Wake Up Early Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 -TWT---																
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagner M		430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00	
Wake Up Early Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 M-----																
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wagner M		5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
M-F 5-6a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 M-----																
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wagner M		5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00	
M-F 5-6a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 -TWTF--																
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wagner M		6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00	
M-F 6-7a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 -TWTF--																
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wagner M		6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00	
M-F 6-7a WakeUp w/Wagners																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 M-----																
E 7	KSNV	10/15/12	10/15/12	Today Show		CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
Today Show																
TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 M-----																
E 8	KSNV	10/09/12	10/12/12	Today Show		CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00
Today Show																
TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 -TWTF--																
E 9	KSNV	10/09/12	10/12/12	Noon News		CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
Noon News																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 -TWTF--																
E 10	KSNV	10/15/12	10/15/12	Noon News		CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
Noon News																
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 M-----																
E 13	KSNV	10/09/12	10/12/12	Dr. Phil		CM	3-4p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
Dr Phil																
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/08/12 10/14/12 -TWTF--																
E 14	KSNV	10/15/12	10/15/12	Dr. Phil		CM	3-4p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
Dr Phil																
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week: 10/15/12 10/21/12 M-----																
E 15	KSNV	10/15/12	10/15/12			CM	4-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00

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Estimate:	30S

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Advertiser: Berkley, Shelley for Senate
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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	KSNV	10/09/12	10/12/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-TWTF--	:30	8	\$400.003	0.00	NM		8	\$3,200.00
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 - 10/14/12															
Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type															
3 KSNV 10/08/12-10/14/12 M-F Jeop/Wheel See MG 25.9,25.10 [NA DEBATES]															
630-730pm															
-TWThF---- :30 (\$400.00) 0.00 NM															
5 KSNV 10/08/12-10/14/12 M-F Jeop/Wheel See MG 25.9,25.10 [NA DEBATES]															
630-730pm															
-TWThF---- :30 (\$400.00) 0.00 NM															
9 KSNV 10/11/12-10/11/12 SIGN ON-SIGN OFF															
5a-459a (9:30 PM-10:30 ---Th----- :30 \$400.00 0.00 NM															
④ MG for 25.3,25.5 [INV CODE]															
10 KSNV 10/11/12-10/11/12 SIGN ON-SIGN OFF															
5a-459a (9:30 PM-10:30 ---Th----- :30 \$400.00 0.00 NM															
④ MG for 25.3,25.5 [INV CODE]															
E 26	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Whe	CM	630-730pm	-----S-	:30	2	\$250.003	0.00	NM		2	\$500.00
WKND Jeop/Wheel															
JEP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 - 10/14/12															
-----S- 2 \$250.00 0.00															
E 27	KSNV	10/14/12	10/14/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$600.003	0.00	NM		1	\$600.00
News 3 in Prime															
NEWS AFTER NFL IN PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 - 10/14/12															
-----S 1 \$600.00 0.00															
E 28	KSNV	10/12/12	10/12/12	Fri PR 9-10p	CM	9-10pm	-----F--	:30	1	\$1,000.003	0.00	NM		1	\$1,000.00
Friday Prime 9-10pm															
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 - 10/14/12															
-----F-- 1 \$1,000.00 0.00															
E 29	KSNV	10/12/12	10/12/12	Fri PR 8-9p	CM	8-9pm	-----F--	:30	1	\$750.003	0.00	NM		1	\$750.00
Friday Prime 8-9pm															
WHIT/COMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 - 10/14/12															
-----F-- 1 \$750.00 0.00															
E 30	KSNV	10/10/12	10/10/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$1,700.003	0.00	NM		1	\$1,700.00
Wednesday Prime 9-10pm															
SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 - 10/14/12															
--W---- 1 \$1,700.00 0.00															
E 31	KSNV	10/10/12	10/10/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$1,400.003	0.00	NM		1	\$1,400.00
Wednesday Prime 10-11pm															
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 - 10/14/12															
--W---- 1 \$1,400.00 0.00															
E 32	KSNV	10/09/12	10/12/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	2	\$75.003	0.00	NM		2	\$150.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/08/12 - 10/14/12															
-TWTF-- 2 \$75.00 0.00															
E 33	KSNV	10/15/12	10/15/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$75.003	0.00	NM		1	\$75.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week: 10/15/12 - 10/21/12															
M----- 1 \$75.00 0.00															
E 34	KSNV	10/15/12	1												

Order / Rev: 103615
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Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.001	0.00	NM		8	\$4,000.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/08/12 - 10/14/12 -TWTF-- 8 \$500.00 0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF-----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
3	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
4	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
5	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
6	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
7	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
8	KSNV	10/08/12-10/14/12	The Tonight Show	1135p-1237a			-TWThF----	:30		(\$500.00)	0.00	NM			
See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
9	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
10	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
11	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
12	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
13	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
14	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
15	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
16	KSNV	10/09/12-10/12/12	The Tonight Show	1135p-1237a			-TWThF----	:30		\$500.00	0.00	NM			
⑩ MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2 [Revised Rate To Reinstate]															
E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003	0.00	NM		4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week: 10/08/12 10/14/12 -TWTF-- 4 \$425.00 0.00															
E 37	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00

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NEWS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/15/12	10/21/12	M-----	1	\$425.00	0.00												
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003	0.00	NM	2	\$800.00			
NEWS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	----SS	2	\$400.00	0.00												
E 39	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003	0.00	NM	2	\$450.00			
SAT TODAY																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S-	2	\$225.00	0.00												
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.003	0.00	NM	2	\$300.00			
NEWS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S-	2	\$150.00	0.00												
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$200.003	0.00	NM	1	\$200.00			
NEWS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S-	1	\$200.00	0.00												
E 42	KSNV	10/14/12	10/14/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$350.003	0.00	NM	2	\$700.00			
SUN TODAY																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S	2	\$350.00	0.00												
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003	0.00	NM	1	\$550.00			
SNL																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-----S-	1	\$550.00	0.00												
N 44	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p	-TWTF--	:30	2	\$1,200.001	0.00	NM	2	\$2,400.00			
NEWS																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-TWTF--	2	\$1,200.00	0.00												
N 45	KSNV	10/09/12	10/12/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	2	\$250.001	0.00	NM	2	\$500.00			
FALLON																	
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-TWTF--	2	\$250.00	0.00												
N 46	KSNV	10/09/12	10/12/12	The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.001	0.00	NM	4	\$1,300.00			
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/08/12	10/14/12	-TWTF--	4	\$325.00	0.00												
N 47	KSNV	10/15/12	10/15/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.001	0.00	NM	1	\$325.00			
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating												
Week: 10/15/12	10/21/12	M-----	1	\$325.00	0.00												

Totals

123

\$44,825.00